

DAN HERTZ

Research+Strategy

Email: dan@danhertz.com

Phone: 707-276-6662

Web: danhertz.com | goforvino.com

LinkedIn: [linkedin.com/in/danhertz](https://www.linkedin.com/in/danhertz)

SKILLS

Broad Technical Knowledge

Innovative Thinking

Problem Solving

Strategic Planning

Quick Learner

Writing/Communications

Teaching/Group Facilitation

SOFTWARE/SYSTEMS

Co-inventor of two USPTO business patents relating to XML technologies.

Familiarity with:

Apple/Microsoft/Linux/Android OS

Social Media Platforms

Web/Mail Server Architecture

Cloud/VM Tools

Database/Search (SQL/SOLR)

Microsoft Office/Adobe Suite

Data Mining tools/techniques

Google Analytics/SEO

XML/XSLT/XPath

Python Scraping, Jupyter, Pandas

LANGUAGES

English (fluent/native)

French (intermediate)

Spanish (beginner)

♥ MY COMMUNITY

Federal Elections Returning Officer,
Victoria BC

Former Board Member, Calgary Pro
Musica Society

Former Board Member, The Glencoe
Club of Calgary Fitness Committee

Computer Coach for Seniors

Front of House Assistant, Alberta
Theatre Projects/Theatre Calgary

PROFILE

Multi-faceted researcher and strategist helping companies improve the customer experience, business processes and brand outcomes. The idea guy. Works both independently and cross-functionally with C-Suite officers, department managers, vendors, contractors, colleagues and clients to facilitate innovation, best practices, and successful programme initiatives.

See Jupyter Notebook: <https://danhertz.com/portfolio-covid-cases.html>

Portfolio: <https://danhertz.com/dan-hertz-portfolio-2022.pdf>

SUCCESSSES

Digital + E-Commerce Strategy/Product Innovation

- Spearheaded a 2,000-page sales force portal to streamline business processes, improve internal and stakeholder information exchange, and provide access to market research, product information, sales tools, brand insights, analytics and competitive intelligence data.
- Advised on the development of a custom-collateral print solution to solve sales force inefficiencies, shorten sales time, reduce errors and generate more than 3 million customized pages. Consulted on, and helped draft, systems and U/X requirements, RFP needs and vendor assessments.
- Conceived and developed a text-messaging system to reduce call centre volume, improve customer communications and save over \$685,000 in call-center costs.
- Developed a data mining tool to extract-transform-load (ETL) over 1.2 million records into a solr search engine, enabling fast and targeted data retrieval, analytics, visualizations and customized report generation.
- Designed email campaign templates that generated over \$215,000 in new revenue.
- Provided strategic direction for SEO, social media marketing, B2B, B2C, e-commerce and Internet best practices, including: mobile/digital technology and standards, web development, business process improvement, modernization initiatives, U/A and quality assurance testing, usability and user-interface guidelines, information architecture, design for persons with disabilities (Section 508), analytics and success metrics.

Research/Communications/Marketing

- Successfully managed election riding operations, including election processes, vote counts and a team of more than 20 volunteers.
- Briefed the Canadian Finance Minister, Prime Minister's Office and Minister for State daily on media reaction to the Goods and Services Tax (GST) implementation, Finance Department programmes, policies and initiatives.
- As a Government of Canada Information Officer and member of the GST Communication Task Force, facilitated its launch by fielding and answered questions about the Goods & Services Tax.
- Conducted extensive research and analysis across all media, and social media channels, combining findings into daily (and project) reports. Tasks included: cold calling, subject interviews, user and quality assurance

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TESTIMONIALS

"In meeting Daniel, one is immediately struck by his warmth, courtesy and unimposing nature. Once you get to know Daniel, you quickly realize that your initial feelings were correct and that you are dealing with a man who is very bright, articulate and people-centered. He works very well on an independent basis though he is able to be successful in a team environment." (Dr. Gary Krivy, Registrar, The University of Calgary)

"A passionate and creative contributor, focused on finding solutions for the business problems we bring to him." (Termeh Rassi, Manager, Web Strategy, Sallie Mae, Inc.)

"A man of high integrity and creativity." (Susan Spence, Vice-President, The New York Wine and Grape Foundation)

"An innovative and creative problem solver....Despite tight timelines, he delivered outstanding results." (Carole Ekker, Project Manager, Orrick, Herrington & Sutcliffe LLP)

"On behalf of the GST Task Force, I would like to thank you for the excellent work you have done....You have been responsible, thorough, cheerful, and have always met your deadlines. The hours you worked were demanding and we are all grateful for your efforts which helped keep the Minister, members of his staff, members of the Task Force and Department well informed." (Barbara Uteck, Director of Operations, GST Communication Task Force, Government of Canada)

testing (QAT), focus groups, document, website, and social media analysis, data mining, pricing and competitive analysis (SWOT), writing and editing.

- Crafted campaign media and public-relations strategy during the 2000 Canadian federal election, including: promotional publicity, securing speaking and media opportunities, co-ordinating with media outlets and reporters; writing news releases and internal briefs; conducting competitive research, website development and audio-video footage.
- Wrote and designed best-practice and policy manuals, troubleshooting guides, marketing materials, brand assets, websites and other collaterals.

Event/Programme Management/Training

- Fine wine and spirits appraiser, consultant and educator providing valuation, collections management, product selection and curation services for enthusiasts and the trade.
- Organized and conducted more than 100 guided wine & spirit tastings, seminars and dinners.
- Organized the first NY and Canadian wine industry tours of Alberta, drawing more than 1,700 visitors, and raising thousands of dollars for charity.
- Instrumental in developing and delivering successful restaurant wine programmes, restructuring beverage lists, training wait staff, and managing inventory and dining room wine, beer and spirits service.
 - Selections generated more than \$500,000 in total revenue.
 - Delivered a by-the-glass pour basis of between 0.17 to 0.28, reducing average COG by 18%.
 - Increased red wine ASP by 24%; and white wine ASP by 17%.
- Assembled and managed a team of restaurants, food-producers and beverage agents to provide crave-worthy experiences.
- Successful media and trade outreach lead to wine region and brand awareness, increased supplier interest, and agency imports.
- Co-authored a celebrity cookbook, buying guides, and over 150 wine/beer/spirits articles. Initiated the beverage column for the Calgary Sun Newspaper, as well as several Western-Canadian magazines.

CERTIFICATIONS

- LinkedIn Learning: Learning Python; Python: XML, JSON, and the Web; XML Essential Training; VS Code for Python (2021, see [portfolio](#))
- USPAP for Personal Property (American Society of Appraisers, 2010)

EDUCATION

- The University of Calgary, Bachelors of Fine Arts

EMPLOYMENT HISTORY

- 1987-Present** Dan Hertz Consulting/Daniel Hertz & Associates
- 2002-2005** Sr. Online Consumer Experience Architect, Sallie Mae Inc.
- 2000** Registrations Specialist, University of Calgary
- 1989-1990** Media Analyst/Information Officer, Government of Canada